

# 



**KTVI**  
**2250 Ball Drive**  
**St. Louis, MO 63146**  
**(314)213-2222**

<u>Contract / Revision</u> 582224 /		<u>Alt Order #</u>
<u>Product</u> DCCC		
<u>Contract Dates</u> 10/11/12 - 10/15/12		<u>Estimate #</u> 12408
<u>Advertiser</u> Enyart/D/IL Congress		<u>Original Date / Revision</u> 10/10/12 / 10/10/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KTVI	<u>Account Executive</u> Mickie Reeves	<u>Sales Office</u> St. Louis - KTVI
<u>Special Handling</u>		
<u>Demographic</u> Adults 35-64		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Media Strategies & Research**  
**11350 Random Hills Rd**  
**Suite 670**  
**Fairfax, VA 22030**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	2	10/11/12	10/15/12	M-F 5a-530a	5a-530a		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/11/12	10/17/12	M-----				1	\$375.00			
N 2	2	10/11/12	10/15/12	530a-6a	530a-6a		:30			NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/11/12	10/17/12	M--TF--				3	\$450.00			
N 3	2	10/11/12	10/15/12	M-F 6a-7a	6-630a		:30			NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/11/12	10/17/12	M--TF--				3	\$600.00			
N 4	2	10/11/12	10/15/12	M-F 6a-7a	630-7a		:30			NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/11/12	10/17/12	M--TF--				3	\$650.00			
N 5	2	10/11/12	10/15/12	Fox 2 News at 7 am	7-730a		:30			NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/11/12	10/17/12	M--TF--				3	\$550.00			
N 6	2	10/11/12	10/15/12	Fox 2 News at 7 am	730-8a		:30			NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/11/12	10/17/12	M--TF--				3	\$550.00			
N 7	2	10/11/12	10/15/12	Fox 2 News at 8 am	8-830a		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/11/12	10/17/12	M--TF--				3	\$500.00			
N 8	2	10/11/12	10/15/12	Fox 2 News at 8 am	830-9a		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/11/12	10/17/12	M--TF--				3	\$500.00			
N 9	2	10/11/12	10/15/12	Fox 2 News Saturday AM	8-830a		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/11/12	10/17/12	-----S-				1	\$300.00			
N 10	2	10/11/12	10/15/12	Su 7-9a	8-830a		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/11/12	10/17/12	-----S				1	\$250.00			
N 11	2	10/11/12	10/15/12	M-F 9a-10a	9-930a		:30			NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/11/12	10/17/12	---TF--				2	\$225.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision	Alt Order #
582224 /	

Contract Dates	Product	Estimate #
10/11/12 - 10/15/12	DCCC	12408

Advertiser	Original Date / Revision
Enyart/D/IL Congress	10/10/12 / 10/10/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 12	2	10/11/12	10/15/12	M-F 9a-10a	930-10a		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/11/12	10/17/12	M-----				1	\$225.00			
N 13	2	10/11/12	10/15/12	M-F 10a-11a	10a-11a		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/11/12	10/17/12	----F--				1	\$175.00			
N 14	2	10/11/12	10/15/12	Fox 2 News Midday	11a-1130a		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/11/12	10/17/12	M-----				1	\$175.00			
N 15	2	10/11/12	10/15/12	Fox 2 News Midday	1130a-12p		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/11/12	10/17/12	---T---				1	\$175.00			
N 16	2	10/11/12	10/15/12	M-F 230p-3p	230p-3p		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/11/12	10/17/12	M-----				1	\$200.00			
N 17	2	10/11/12	10/15/12	M-F 3p-330p	3p-330p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/11/12	10/17/12	---T---				1	\$350.00			
N 18	2	10/11/12	10/15/12	M-F 330p-4p	330p-4p		:30			NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/11/12	10/17/12	M--TF--				3	\$350.00			
N 19	2	10/11/12	10/15/12	M-F 4p-430p	4p-430p		:30			NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/11/12	10/17/12	M--TF--				3	\$375.00			
N 20	2	10/11/12	10/15/12	M-F 430p-5p	430p-5p		:30			NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/11/12	10/17/12	M--TF--				3	\$450.00			
N 21	2	10/11/12	10/15/12	M-F 5p-530p	5p-530p		:30			NM	3	\$2,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/11/12	10/17/12	M--TF--				3	\$975.00			
N 22	2	10/11/12	10/15/12	M-F 530p-6p	530p-6p		:30			NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/11/12	10/17/12	M--TF--				3	\$600.00			
N 23	2	10/11/12	10/15/12	M-F 6p-630p	6p-630p		:30			NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/11/12	10/17/12	M--TF--				3	\$900.00			
N 24	2	10/11/12	10/15/12	M-F 630p-7p	630p-7p		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/11/12	10/17/12	---TF--				2	\$500.00			
N 25	2	10/11/12	10/15/12	The X Factor	The X Factor		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/11/12	10/17/12	---T---				1	\$2,000.00			
N 26	2	10/11/12	10/15/12	FOX Prime Friday 7-8p	7p-8p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/11/12	10/17/12	----F--				1	\$650.00			
N 27	2	10/11/12	10/15/12	FOX Prime Friday 8-9p	8p-9p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/11/12	10/17/12	----F--				1	\$650.00			
N 28	2	10/11/12	10/15/12	9p News Delayed	930-10p		:30			NM	2	\$1,800.00

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Totals Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/11/12	10/17/12	M--T---				2	\$900.00			
N 29	2	10/11/12	10/15/12	M-F 9p-10p	9-930p		:30			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/11/12	10/17/12	----F--				1	\$900.00			
N 30	2	10/11/12	10/15/12	9p News Delayed	10-1030p		:30			NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/11/12	10/17/12	M--T---				2	\$850.00			
N 31	2	10/11/12	10/15/12	M-F 9p-10p	930-10p		:30			NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/11/12	10/17/12	----F--				1	\$850.00			
N 32	2	10/11/12	10/15/12	Fox 2 News Edge Delayed	1030p-1230a		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/11/12	10/17/12	-----S				1	\$600.00			
N 33	2	10/11/12	10/15/12	Fox 2 News Edge Delayed	1030p-1230a		:30			NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/11/12	10/17/12	M--T---				2	\$750.00			
N 34	2	10/11/12	10/15/12	Fox 2 News Edge	10p-1035p		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/11/12	10/17/12	----F--				1	\$750.00			
Totals											65	\$37,425.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/15/12	65	\$37,425.00	\$31,811.25
<b>Totals</b>	<b>65</b>	<b>\$37,425.00</b>	<b>\$31,811.25</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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